

ORDER



KLAS

Orders
 Order / Rev: 37675
 Alt Order #: 08887781
 Product Desc: Horsford/DCCC
 Estimate: 2193
 Flight Dates: 10/23/12 - 10/24/12
 Original Date / Rev: 10/22/12 / 10/22/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency
 Name: GMMB
 Buying Contact:
 Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: Horsford - DCCC
 Demographic: A35+
 Product Codes: PO1
 Priority: LV1
 Revenue Codes: AGY, POL, CAND

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	7	\$5,925.00	\$5,036.25
10/29/12	10/29/12	3	\$2,125.00	\$1,806.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	7	\$5,925.00	\$5,036.25	0.00
November 2012	3	\$2,125.00	\$1,806.25	0.00
Totals	10	\$8,050.00	\$6,842.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$8,050.00
Market	100%	\$26,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$6,708.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$1,341.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/23/12	10/29/12	8 News Now 6a M-F	CM	6-7a	MTW----	:30	1	\$275.00	LV1	0.00	NM	1	\$275.00
8 NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTW----			1			\$275.00		0.00			
E 2	8	10/23/12	10/29/12		CM	7-9a	MTW----	:30	1	\$200.00	LV1	0.00	NM	1	\$200.00

Advertiser:	Horsford - DCCC
Product Desc:	Horsford/DCCC
Estimate:	2193

KLAS

Totals	10	\$8,050.00
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